

*"Együtt Könnyebb"
Női Egészségért
Alapítvány*

***Mensi
Box***

*Taboos
Unboxing*



Mensi Box

Taboos Unboxing

[Click here to watch the video.](#)

OUR GOAL

Our goal is to break down the taboos still surrounding femininity and menstruation, to enable future women experiencing their menstruation in a free- and more natural way. This campaign, and the Mensi Box itself, will help them to do this.

IDEA & CAMPAIGN FILM

In Hungary, for a long, long time, women could only talk about taboo subjects such as love, sexuality, physical and mental pain, and menstruation, wrapped up in folk songs.

We approached a group of folk singers from our mothers' and grandmothers' generation to unpack these old taboos together, starting from the songs and opening the Mensi Box.

In the documentary campaign film, the members of the folk choir give their honest testimonies about the everyday difficulties of becoming a woman, and then learn about the modern menstruation aids of Mensi Box. As the stories and the box unfold, old taboos are revealed to make it easier for the new generation to become women.